**Impact Ladder Worksheet**

**During your project kickoff**

The lasting social change we would like to contribute to is:

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This is **impact**. It is usually long-term and something our work will contribute to over time. Think of this as a future vision.

*Example: Adolescent girls live healthy lives and fulfill their educational potential, by delaying the age of first pregnancy.*

The more near-term, key outcome that tells us our solution is working is:

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Identify 1-2 behaviors as goals for near-term success. They should be observable and measurable. In a Theory of Change these are called **primary outcomes**.

*Example: Increase uptake of contraceptive methods amongst teens*

**During prototyping**

The stepping stone shifts that need to happen in order to get there are:

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<th>This shift</th>
<th>For this audience</th>
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<tr>
<td>This shift</td>
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<td>This shift</td>
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These will usually be changes in knowledge, attitudes, perceptions and motivations. Maybe some small actions too. You might start with many of these, but refine and prioritize as you learn more. In a theory of change these will be called **intermediate outcomes**.

*Example: Teen girls have increased knowledge about contraceptive options. Parents are more supportive of girls accessing services.*

**After prototyping**

As you progress further in your design process you will identify the products, services or experiences that can have a positive influence on these audiences and the stepping stones they need to achieve.

Check out the guidance in the Theory of Change method card if you’re ready to continue to this stage now.

In a theory of change you will call these **outputs**.

*Example: A school-based information campaign for teen girls*